

APMP ANZ Chapter

**Personal Branding  
from Online to Offline**

with Gunnar Habitz  
Wednesday 4 March 2020

Welcome!



# Personal Branding from Online to Offline

4 March 2020

These LinkedIn basics are critical to move from a resume style profile into winning conversations for sustainable success



## How to stand out

Let me show how you can be found with an irresistible LinkedIn profile in the view of your target audience



## How to connect

A strong network is built on like minded professionals, not just a number of forgotten names



## How to communicate

A great online presence is good, but the art of driving conversations offline turns into business

# Where is the Opportunity for us?

Word of mouth and recommendations work (still) well for many, but how long?



## Referrals

- Real example from an event
- Looking for a business coach
- Asking others you know



## Brian

- Good services website
- No content on social media
- Who is the person behind?



## Christina

- Similar services on her website
- Posting often using her expertise
- Clearly visible personal brand





**How to stand out**

# Eight Levels of Personal Branding



Brian Tracy

1. Specialisation
2. Leadership
3. Personality
4. Distinctiveness
5. Visibility
6. Utility
7. Persistence
8. Good will

# Six Types for your Tribe



1. Customers
2. Prospects
3. Suppliers
4. Supporters
5. Influencers
6. Competitors

# Client-Centric LinkedIn Profile

## Typical default headline

Role @ company

Gunnar Habitz · 1st 

Channel Sales Manager at Noggin

Sydney, Australia · [500+ connections](#) · [Contact info](#)

Showing 257 results



**Gunnar Habitz** · You

Helping consultants, partners and their clients to manage safety and security risks smarter  
Sydney, Australia



**Holger Habitz** · 1st

Direktor bei ifb group  
Germany



**Letisha Madhoe** · 3rd

Sales Coordinator at Home Habitz  
Durban Area, South Africa

Current: Sales Coordinator at HOME HABITZ

## Improved headline possibilities

1) What do you do for whom to achieve what?

Belle van den Hout · 1st

I help local communities to improve their health challenges  
through energetic healing and massage towards well being

2) Combination with keywords

Gunnar Habitz CMgr · 1st 

Helping consultants, partners and their clients manage  
risk smarter | Alliance & Channel Manager | Social Media  
Mentor

Sydney, Australia · [500+ connections](#) · [Contact info](#)

# Show Your Personal Brand Online

## From boring...

### About

Experienced Enterprise Business Development Manager and Senior Account Manager with a demonstrated history of working in the computer software industry. Skilled in Cloud Computing, relationship management, Enterprise Software, Solution Selling, and Software as a Service (SaaS).

## Why not good anymore?

- Too anonymous, not reflecting your personality
- Not about the reader or customer
- Too many fluffy words like “motivated”
- Very often no about section at all

## ... to branding

### About

I am passionate about the transformation of modern workplaces to embrace new ways of collaboration. Cloud based tools, mobility and Artificial Intelligence enable these trends. I consult and guide my audience as a trusted advisor along the change journey, to prepare for a connected tomorrow ... see more



## Some tips

- Always write in first person
- Tell your story, show growth and achievements
- Address your relationship with the target audience
- Make it about the reader, not just about you
- Add rich media with you, not just from company



# Transform Your Most Current Experience

## From CV style...

### Channel Sales Manager

Sep 2010 – Apr 2014 · 3 yrs 8 mos

Zürich Area, Switzerland

- Computing and Printing products sold in consumer channel covering 27 countries in Central & Eastern Europe including Russia, Poland and Czech Republic
- Led 32 account managers plus 3 central team members
- Delivered 151 % quota performance and 94 % notebook market share growth by creating sales incentive programs and introducing new partner compensation model
- Defined coverage strategy introducing new segmentation approach covering 350 classic retailers, professional resellers, online and omni-channel partners

## Why not good anymore?

- Responsibilities instead of achievements
- Too much bragging
- Not about the reader or customer

## ... to value driven statements

### Channel Sales & Strategic Alliances Manager APAC

Noggin · Full-time

Sep 2018 – Present · 1 yr 6 mos

Sydney, Australia

A role with purpose: our Australian developed enterprise software suites from Noggin help to manage disruption, smarter. Our communities and corporations will become more resilient. We strive for an impact on making the world a better place, that communities can get on with the job of living, and corporations can get on with the job of doing business. After the first years of successful implementations in the enterprise space, I contribute by building various channels and alliance partnerships in Asia Pacific to expand resilience solutions to more mid-size and large organisations.



Know Your Needs

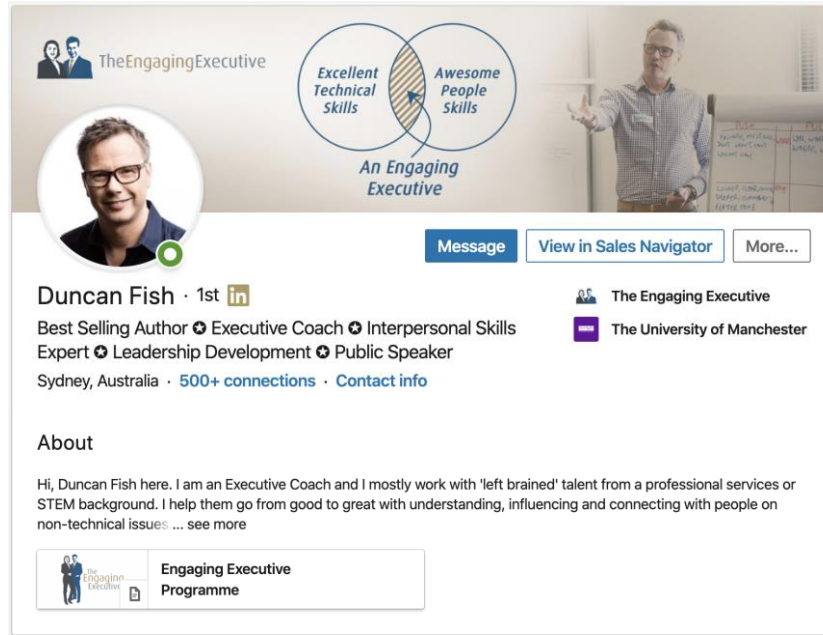
## Some tips

- Show whom you helped how to achieve what
- Personal approach, show your “why”
- Add rich media with you, not just from company

# Personal Branding Steps on LinkedIn

## Essentials

- Headline
- About
- Location
- Photo
- Background image
- Experience
- Education
- Industry
- Certifications
- Skills
- Endorsements
- Languages
- Volunteering



## Advanced

- Profile URL
- Visibility
- Contact details
- Accomplishments
- Recommendations
- Interests
- Publications
- Hashtags
- Groups
- Following
- Posts
- Articles
- Videos

A photograph of two men in business attire shaking hands. The man on the left is older, with a beard and glasses, wearing a grey suit and a red tie. The man on the right is younger, wearing a dark blue suit and a striped tie. They are standing in front of a window with a blurred cityscape at night. A semi-transparent white rectangle is overlaid on the center of the image, containing the text "How to connect".

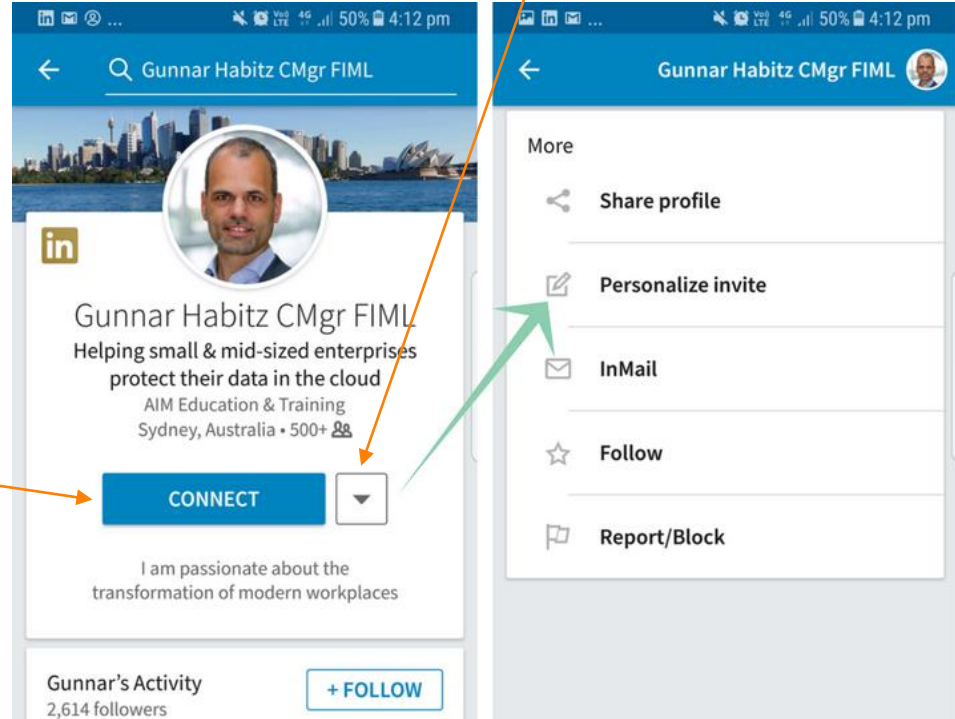
**How to connect**

# Personalise Your LinkedIn Invite

On mobile press here

- Always watch the other person's profile to increase their profile views
- Prepare your hook(s)
- Helps to remember later in the messages
- Without personal invite if obvious

On desktop press here  
and then "Add a note"



You can customize this invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note

Send now

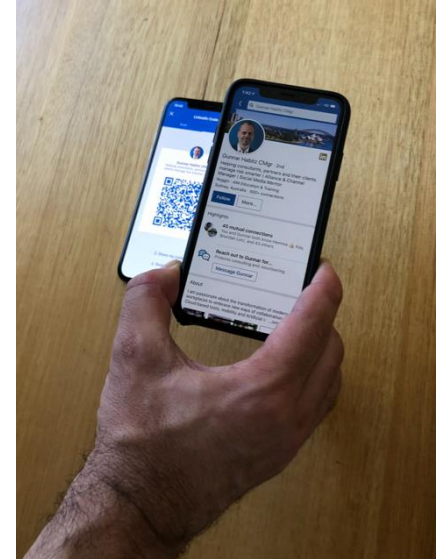
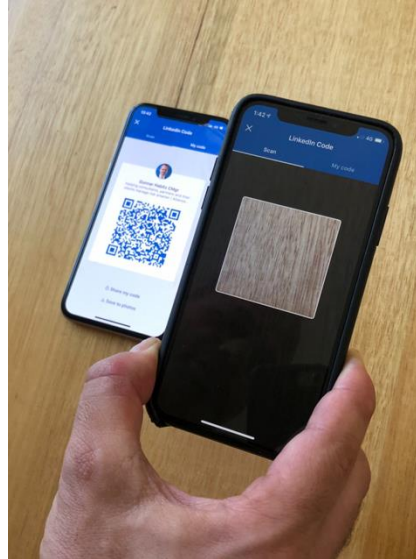


# Connect Offline 1:1 Using the QR Code

- Ideal for conversations between two people
- Press the QR code image in the search bar

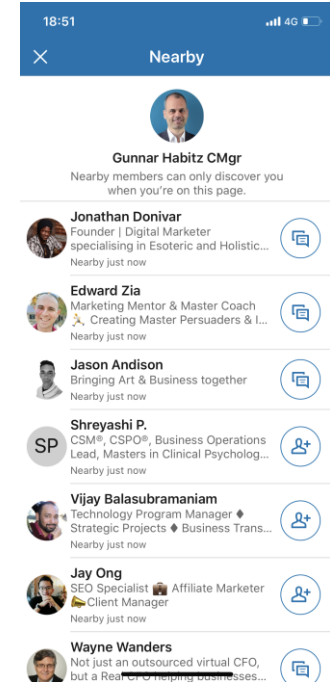
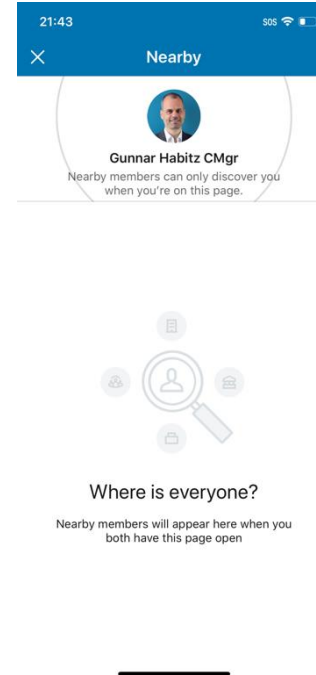
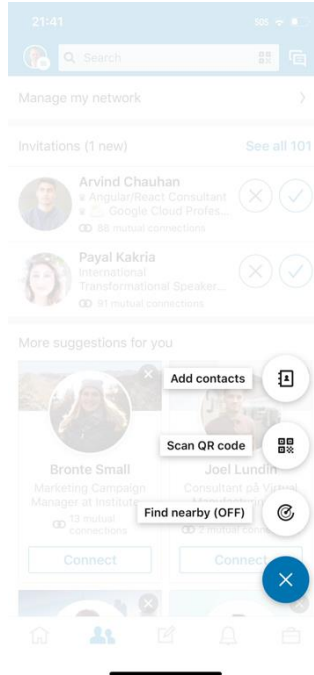


- 1<sup>st</sup> person shows the code
- 2<sup>nd</sup> person then scans
- Connect on the fly



# Connect Offline 1:X Using “Find Nearby”

- Ideal for many people with common interests
- Press people tab, + and “Find nearby (OFF)”
- Switch on Bluetooth
- See all people around
- Connect with everyone
- Follow up in 24 hours






# How to communicate


# How to Communicate With Content

## Comment

**Frank Choy** • 1st  
Business Adviser | CFO | Growth & Prosperity Strategies 1mo ...


Thanks [Gunnar Habitz CMgr](#)  
Post it notes or journal every idea. Join them together into a story board or framework.  
Walk in nature early in the morning and absorb the energy from the stillness. Clears your mind to be receptive to lightbulb moments. Mind mapping can help.

👍 · 4 Likes · 💬 · 3 Replies

**Gunnar Habitz CMgr** • You  
Helping consultants, partners and their clients manage risk s... 1mo ...


Good points [Frank](#), appreciate your input! Despite all tools like Evernote, I prefer journaling by hand

👍 | 💬

**Frank Choy** • 1st  
Business Adviser | CFO | Growth & Prosperity Strategies 1mo ...


[Gunnar Habitz CMgr](#) handwriting and diagrams are much easier than computers when it comes to joining the dots of many ideas.

👍 · 2 Likes · 💬


**Wayne Moloney** • 1st  
Director & Co-Founder at Sales Leader Forums 1mo ...

[Frank Choy](#), not only easier, it is proven that writing and drawing instead of 'keyboarding' helps memory, encourages creativity and critical thinking.

## Curate

**Gunnar Habitz CMgr**  
Helping consultants, partners and their clients manage risk smarter | Allian... 1mo ...

Don't know how to start writing on LinkedIn? [Mandy Bowman](#) shares some great tips. ...see more




**5 tips to get you started with writing on LinkedIn**  
Mandy Bowman on LinkedIn

👍 🗨️ 41 · 15 Comments


👍 Like 💬 Comment ➦ Share

📄 1,265 views of your article

## Create

**Gunnar Habitz CMgr**  
Helping consultants, partners and their clients manage risk smarter | Allian... 2w · Edited ...

Not all outreach needs to happen in a rush. Sustainable [#networking](#) becomes so much better using offline-online-offline nurturing. ...see more



📌 Save

👍 🗨️ 49 · 25 Comments

👍 Like 💬 Comment ➦ Share

📈 1,607 views of your post in the feed



# How to Communicate Towards Conversion

## Connect

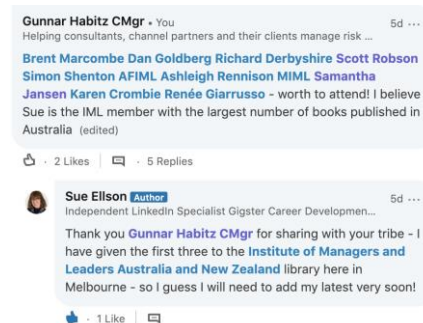
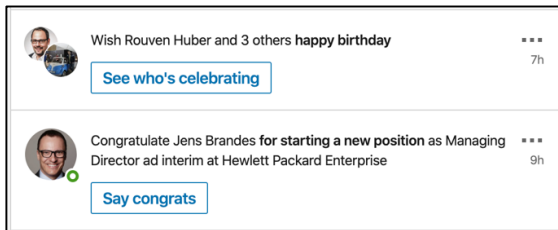
- Personalise as mentioned
- Get connected well
- Ask if you can help
- Don't pitch
- Create a list of useful members of your tribe
- Follow up

## Care

- Nurture with interest
- Ask for their progress
- Use triggers like events
- Send birthday wishes carefully
- Tag them in posts
- Communicate content directly
- Use video and voice mail

## Convert

- Turn conversations offline
- Offer phone call or coffee
- Use the transformation approach, not hard sell
- Be surprised about the trust level already achieved during the journey



# How can I help you?

APMP ANZ

15% off using  
coupon code  
APMPANZ

Step 1



Step 2



## Sharing & Learning

From my Social Selling meetup events to teaching online: All I know about LinkedIn covered in a learning journey over 7 modules



## Video & Activities

You learn in 24 short lessons up to 10 minutes each and apply the new knowledge directly in practical tasks (2.5h video in total)



## Workbook & Worksheets

The course workbook includes all summaries and tasks, supported by useful worksheets like the Tribe Template or the Social Selling Success Tracker

[www.gunnarhabitz.com.au/socialsellingjourney](http://www.gunnarhabitz.com.au/socialsellingjourney)



*Thank you*

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